

DRAFT UNTIL APPROVED

MINUTES

REGULAR MEETING OF
CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION
THURSDAY, NOVEMBER 17, 2011
7:00 PM

1. CALL TO ORDER AND ROLL CALL

Chair Reeves called the meeting to order at 7:05 p.m.

Present: Chair Reeves; Vice Chair McKean; Commission Members:
Richards, Robillard, and Ryan

Absent: Commission Members: Dahlberg

Vacancies: (3)

Staff: Lori Taylor, Eric Fonstein, and Rosemary Valeska

2. MINUTES

2.a. Minutes of the Regular Meeting of October 20, 2011

Motion (McKean), seconded, and unanimous to approve the minutes of the October 20, 2011 Regular Meeting as submitted.

3. CONSENT CALENDAR

(None)

4. ORAL COMMUNICATIONS — PUBLIC

(None)

5. UNFINISHED BUSINESS

(None)

6. NEW BUSINESS

6.a. Approve the bi-monthly meeting schedule for the Economic Development Commission beginning January 19, 2012, and consider the cancellation of the December 15, 2011 Regular Meeting

Following the staff presentation, the EDC acted as follows:

- Motion (McKean), seconded, and unanimous to cancel the December 15, 2011 Regular Meeting.
- Motion (McKean), seconded, and unanimous to adopt the bi-monthly regular meeting schedule on an exploratory basis effective January 2012. Special meetings will be scheduled as needed and EDC reserves the right to revert back to monthly meetings.

Economic Development Commission
January 19, 2012 Regular Meeting
Item 2.a.

7. REPORTS

7. a. Report from Commission Member Robillard — EDC representative to the Webster Vision Implementation Committee

Commission Member Robillard stated that there was nothing new to report. The Vice Chair inquired about the status of the Café Jolie construction at the former Tillie's site. Ms. Taylor responded that there were no permit delays; it was just the applicant's pace.

7.b. Report from Commission Member Richards regarding the activities of the America's Cup Committee

Commission Member Richards stated that he had nothing new to report. Mr. Fonstein gave an overview of the presentation given by Adam Van de Water, Assistant Project Director for the 34th America's Cup, City and County of San Francisco, to the City's America's Cup Committee at its November 3, 2011 Regular Meeting. A copy of this presentation was provided in the agenda packet (Item 8.b.). The City website will have a new page dedicated to the America's Cup. Copies of a fact sheet prepared by PM Realty Group were distributed to the Commission Members for their information.

8. WRITTEN COMMUNICATIONS

8.a. Upcoming EDC Agenda Items

Ms. Taylor noted that the East Bay EDA report referenced in Item 8.a. was available online. The report emphasizes the importance of retention and expansion of existing businesses. The Chair stated that he wants staff reports regarding ongoing projects such as the Fua mixed-use project and Good Chevrolet.

8.b. Copy of presentation provided to the City's America's Cup Committee at its November 3, 2011 Regular Meeting

9. ORAL COMMUNICATIONS — COMMISSION MEMBERS AND STAFF

Ms. Taylor reported on activities in the following business sectors:

• **Industry**

- Corporate Visit Program. Over 12 letters were mailed last week to request interviews with CEO's of major Alameda companies. The City team will be comprised of the Mayor or her designee, the City Manager or his designee, the EDC Chair or his designee, and Economic Development staff. As a result of these interviews, we will find out the needs and concerns of our businesses.
- New informational materials. "How to Start a Business" will help demystify the permit process. Print and online versions will be released in January. We will also have business opportunity site maps and workforce demographics information. A combined City webpage for the Community Development Department should be going live next week.

- The City is negotiating marina leases.
- LBNL second campus. The City is hoping to hear news by the end of November.
- Economic Development Strategy for Alameda Point. The award of the consultant contract is scheduled for ARRA's January meeting.
- Historic Preservation Ordinance. The Historical Advisory Board is working on revising this ordinance and this will affect our commercial areas.
- **Workforce**
 - Unemployment rate. The City's unemployment rate is 7% and the County's rate is 10.5%. These figures represent a slight decrease.
 - Workforce demographics. The Bay Area Council recently released new data regarding Alameda's workforce. We need to identify our unique niche, so we know what types of businesses to recruit.
- **Office**
 - Office vacancies. Staff recently met with Marina Village management to discuss office vacancies and ways to market the space.
 - Alameda Hospital is leasing space at Marina Village for a wound care center.
- **Retail**
 - We continue to address our retail vacancies and are encouraged by the recent opening of Red Wagon Collectables on Webster Street.
 - A pop-up store is scheduled to open at South Shore Center this coming weekend.

Ms. Taylor also reported the following:

- The City Council recently received the 2nd Quarter 2011 sales tax report, which showed a 10% increase over the benchmark year, due largely to business-to-business activity.
- Staff attended the International Council of Shopping Centers Idea Exchange held in San Francisco on November. Retail activity is picking up again; however, the emphasis is now on value-focused and youth-oriented retailers.
- Staff will be attending a bio-medical device trade show in San Jose in December.
- Staff will be attending the California League of Food Processors 2012 Expo in Sacramento in late January. Staff will be looking at potential businesses for Harbor Bay Business Park.
- The East Bay Economic Forecast Conference will be held in Oakland on December 15. (Copies of flyers were distributed to the Commission Members prior to the meeting.)

The Vice Chair brought up the issue of businesses sitting on their money and the potential for pent-up demand. Ms. Taylor responded that this would be assessed from the corporate site visit interviews.

At this time, the Chair called up Bradley Wick of Jamestown Properties to provide an update regarding South Shore Center:

- The pop-up store previously referenced will be Daiso Japan. The general terms of a pop-up deal is a two to three-month short term lease but the tenant could stay for up to two or three years.
- The Jamestown leasing team has contacted 187 national and local retailers. Fourteen lease spaces have been "vanilla shelled."
- A new monument sign reading "South Shore Center" will be going up soon at the corner of Park and Otis. (The current sign reads "Alameda South Shore Center.")
- The Halloween Spirit store, located in the former Borders Books space, was the best performing in the area. There may be a Spirit Christmas store at the center next holiday season.

Commission Member Richards requested an update regarding a new business referral that he had forwarded to staff, as they were having difficulty with the City's permit process. Mr. Fonstein responded that he would be inviting them to critique the "How to Start a Business" handbook.

10. ADJOURNMENT

The meeting was unanimously adjourned at 7:56 p.m.

Respectfully submitted,

Rosemary Valeska
EDC Recording Secretary